



ARIZONA DEPARTMENT OF ECONOMIC SECURITY

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September 5, 2002

WORKFORCE INFORMATION MEMO (WIM) #14-02

SUBJECT: Customer Satisfaction Survey Results – August 2002

Arizona State University's Prevention Resource Center (APRC), the contractor conducting customer satisfaction surveys among Workforce Investment Act (WIA) exiters and employers, has submitted its August 2002 Customer Satisfaction Survey Report to the Workforce Development Administration (WDA). For the August 2002 report, the contractor successfully completed 92 additional surveys: 26 with WIA exiters, and 66 with WIA employers. Cumulatively, APRC has completed 176 exiter and 91 employer surveys through July 30, 2002.

The enclosures consist of four documents. The first two consist of the "WIA Participant Customer Satisfaction Frequency Distribution" and the "WIA Employer Satisfaction Frequency Distribution." These reports indicate the cumulative participant and employer responses for each Local Workforce Investment Area (LWIA) for every individual surveyed, and for each of the three survey questions (i.e. overall satisfaction, met expectations, compared to ideal) on a scale of 1 to 10, with 10 representing the highest possible level of satisfaction. Also indicated in the Frequency Distribution reports are the weighted sums (i.e. customer satisfaction scores) by LWIA, for all survey questions, using the American Customer Satisfaction Index (ACSI) analysis. To determine the customer satisfaction ACSI score among your WIA exiters and employers, go to the "**Area**" column and find your LWIA. ***Your customer satisfaction score is the last figure in the row labeled "Weighted Sum."***

The third enclosure consists of a breakout of the WIA Participants and Employers by LWIA. The left-hand column shows just the "Month of July" and the right-hand column the "Cumulative Totals to Date."

The fourth enclosure contains bar graphs of the survey responses for each question by LWIA, as well as bar graphs of the *average* responses for each question by LWIA and by age, gender, and limited English, **if applicable**. An additional bar graph compares the cumulative number of exiter letters sent versus successful surveys completed, and the number of successful surveys completed compared to the target of 500 completed surveys.

In addition to the enclosures mentioned above, charts were completed for each individual LWIA of the *average* responses for each question by "Participant Age Group." The City of

Phoenix breakout also shows "Limited English Responses." Your packet contains only those copies that pertain to your LWIA.

APRC will submit a report, like the one described above, to the WDA by the 15th of each month. Upon receipt, WDA will then forward the reports to each LWIA.

Under WIA, customer satisfaction surveys are a critical part of assessing the success of LWIAs and the state overall in serving program participants and employers. These surveys enable each of us to focus on continually improving programs to better serve all customer groups. We will continue to work with APRC to facilitate successful survey completions and continue discussions with LWIAs in further developing surveys that provide useful results that help us better serve our customers.

If you have questions, please contact Ms. Pat Gregan, Planning and Program Development Manager, at (602) 542-2490.

Sincerely,

Stan Flowers
Program Administrator (Actg)
Workforce Development Administration

SF:MAD:kds

Enclosures (5)